

EFFICIENT PRODUCTS

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The Drivers



- Purchasers want to know which products are water efficient
- Water efficient products are increasingly cost-effective
- Consumer satisfaction is rising
- Water efficiency has many environmental benefits
- A wide variety of stakeholders want to promote and encourage the use of water efficient products

In the Beginning....

- The Concept of water efficient labels has been around for many years
- The Drivers are now in place
- Growing stakeholder interest in leveraged partnerships
- Infrastructure challenges and a stronger federal interest
- Preference for voluntary rather than regulatory standards
- Build on the success of Energy Star

- EPA finds interest, support, and potential for water efficient labeling
- Stakeholders welcomed a larger effort and many are already promoting efficient products
- AWWA formally endorsed the labeling concept



THE LEAP

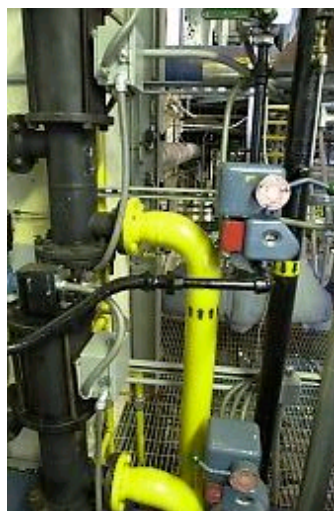


On July 22, 2003, the Mayor of Seattle and the President of Friends of the Earth present to EPA a labeling consensus statement endorsed by over 100 diverse stakeholders representing manufacturers, utilities, environmental groups, state and local governments, trade, consumer, and civic organizations.



Gaining Steam

**Stakeholders asked EPA
to help fill the
information gap:
create
an easy to recognize
national reference tool
for water efficiency**



Labeling should cover a broad range of water using products:

Commercial process, cooling, landscape, irrigation, plumbing, home appliances, industrial uses....



A strong desire exists for stakeholder involvement in the development of testing protocols and voluntary performance standards. Stakeholders recognize that further research, testing, and encouragement in the development of innovative new products is needed.

On September 4, 2003 EPA announced plans for a national voluntary market based program for promoting water-efficient products, with a strong consideration of labeling.

